

TRANSPORTATION  
LOGISTICS  
AND  
WAREHOUSING

SECTOR  
PROFILES



Chamber of  
Commerce

GRANDE PRAIRIE & DISTRICT







The Province of Alberta is working in partnership with the Government of Canada to provide employment support programs and services.

The Sector Profile project was led by the Grande Prairie & District Chamber of Commerce in partnership with the City of Grande Prairie, County of Grande Prairie, MD of Greenview, Northwestern Polytechnic, and Alberta Labour and Immigration.

We would like to thank everyone who contributed their feedback, ideas and expertise to the study.

Please note that every effort has been made to use the most current data available. There are four major sources of information for this part of the research.

- SuperDemographics 2020 from Manifold Data Mining Inc.
- EMSI Analyst 2021.Q1
- Statistics Canada - 2001 to 2016 Census Profiles
- IBIS World 2020 and 2021 Industry Profiles

# INTRODUCTION

This sector profile focuses on the Region consisting of the City of Grande Prairie, County of Grande Prairie, Municipal District (MD) of Greenview, Town of Beaverlodge, Town of Sexsmith, Town of Wembley, Town of Fox Creek, Town of Valleyview, Greenview Co-ops and Enterprises, Sturgeon Lake Cree Nation, and Horse Lake First Nation. Any references to "Region" within this document refer to the custom region above.

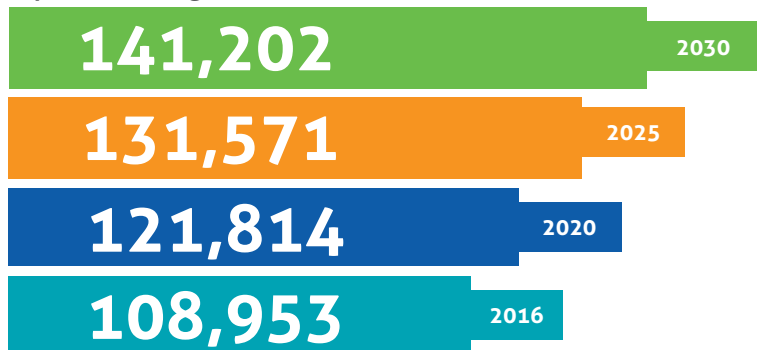
The Region spans nearly 40,000 square kilometres and acts as a gateway and resource hub for northwestern Alberta. Its largest centre, the City of Grande Prairie, is located approximately 450 kilometres northwest of Edmonton. With a strong postsecondary institution, new hospital, skilled labour force, and significant business supports, opportunities abound within the Region.



# REGIONAL DEMOGRAPHIC BREAKDOWN

All data sourced from Manifold SuperDemographics unless otherwise specified.

## Population of Region, 2020

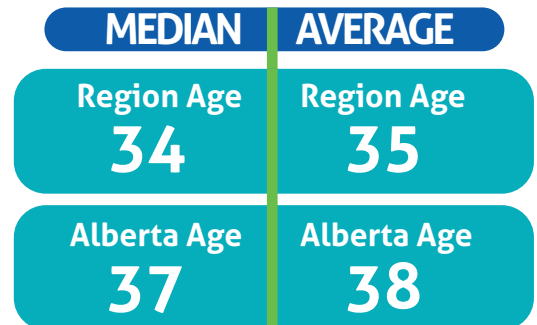


## PERCENTILE INCREASE

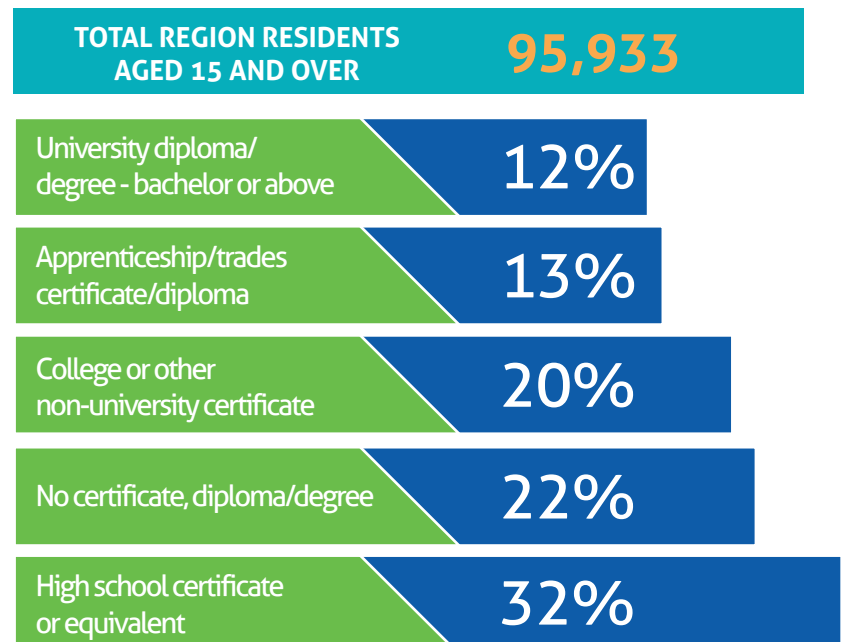
The 2020 population estimate relies on a different source (Manifold Data Mining) than the 2016 population estimate (Statistics Canada Census) and the numbers are therefore not directly comparable.

There is a projected **8%** increase in population from 2020 to 2025, and **7%** increase from 2025 to 2030.

## Median and Average Age, 2020



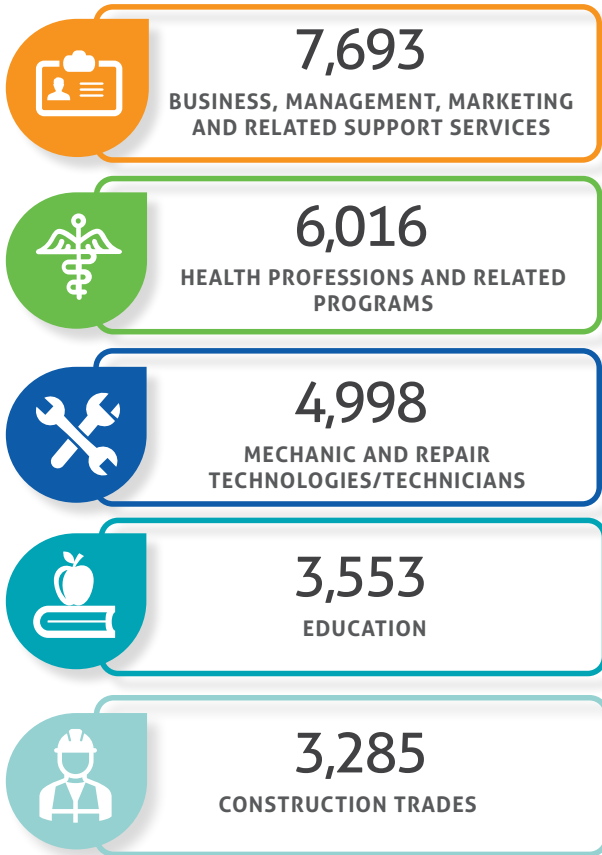
## Highest Educational Attainment for Region Residents, aged 15 and over, 2020







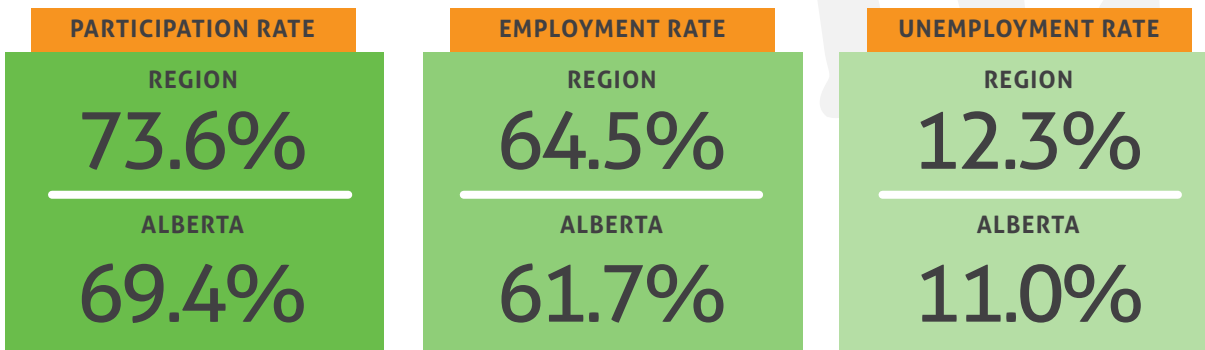
**Top 5 Fields of Study for Region Residents, aged 15 and over, 2020**



**Labour Force Status for Region Residents, 2020**

Labour Force Status	Region
<b>Total Population, Residents aged 15 and over</b>	<b>95,933</b>
In the labour force	70,682
Employed	61,956
Unemployed	8,726
Not in the labour force	25,251

**Average Labour Force Participation Rates, 2020**



# ABOUT THE SECTOR

Transportation, logistics and warehousing has been identified as a target sector within the Region. Subsectors within this field include air, rail and other forms of transportation, natural gas distribution, urban transit systems, and warehousing and storage. The infrastructure needed to support this sector is expensive and relies on continued investment from private and public institutions. In the medium to long term, this sector is expected to be heavily impacted by artificial intelligence, necessitating training and upskilling programs to support employers and employees.

## REGION SPECIFIC

Freight trucking (both specialized and general) are the most common subsectors within the broader industry, housing 444 and 337 businesses respectively. Together these two subsectors account for 83.9% of all transportation, logistics and warehousing businesses within the Region. The majority of businesses within the sector employ fewer than 10 people. Specifically, of those businesses with known employee counts, 73.9% operate with between 1 and 9 employees.

In total, the Region is home to 931 businesses within the transportation, logistics and warehousing sector.

**Transportation, Logistics and Warehousing Businesses, 2021**

Industries	Businesses
Specialized freight trucking	444
General freight trucking	337
Support activities for road transportation	49
Warehousing and storage	19
Non-scheduled air transportation	16
Business-to-business electronic markets, and agents and brokers	14
Support activities for air transportation	14
Other support activities for transportation	11
Freight transportation arrangement	7
Natural gas distribution	5
School and employee bus transportation	5
Scheduled air transportation	4
Support activities for rail transportation	3
Rail transportation	2
Urban transit systems	1
<b>Total</b>	<b>931</b>

Source: McSweeney and Associates using data from EMSI Analyst - 2021.Q1

Transportation, logistics and warehousing businesses in the Region employed 2,899 people in 2021, a decrease of 744 positions since 2019. Most of this decrease comes from the specialized freight trucking subsector, which was responsible for 605 job losses. The specialized freight trucking sector is still a major job producer in the Region, however, as it is responsible for 1,543 jobs in 2021. The remaining sectors saw relatively little job change and are projected to grow slightly between 2021 and 2028.

**Transportation, Logistics and Warehousing Employed and Self-Employed Positions, 2019, 2021 and 2028**

<b>Subsector</b>	<b>2019 Positions</b>	<b>2021 Positions</b>	<b>2028 Positions</b>	<b>Change '21-'28</b>	<b>% Change</b>
Specialized freight trucking	2,148	1,543	1,366	-177	-11%
General freight trucking	629	540	519	-21	-4%
Urban transit systems	224	212	256	43	20%
Warehousing and storage	82	91	104	13	14%
Support activities for road transportation	92	91	88	-3	-3%
School and employee bus transportation	112	88	89	1	1%
Business-to-business electronic markets and agents and brokers	74	75	84	9	11%
Support activities for air transportation	85	65	62	-4	-6%
Scheduled air transportation	65	64	66	2	4%
Freight transportation arrangement	43	41	47	6	16%
Natural gas distribution	39	35	35	0	-1%
Rail transportation	34	34	33	-1	-3%
Support activities for rail transportation	15	17	19	2	11%
Non-scheduled air transportation	<10	<10	0	N/A	N/A
Other support activities for transportation	0	0	0	0	0%
<b>Total</b>	<b>3,643</b>	<b>2,899</b>	<b>2,767</b>	<b>-131</b>	<b>-5%</b>

Source: McSweeney and Associates using data from EMSI Analyst - 2021.Q1

Note: Job totals per subsector may not add up to the total to number of positions within the broader sector due to methodological rounding.

Of those occupations with wage data within the Region's transportation, logistics and warehousing sector, the average wages were \$66,591.92.

**Transportation, Logistics and Warehousing Average Wages Per Subsector, 2021**

<b>Subsector</b>	<b>Average Wages</b>
Transport truck drivers	\$66,123.20
Bus drivers, subway operators and other transit operators	\$60,626.64
Supervisors, motor transport and other ground transit operators	\$76,149.77
Material handlers	\$55,788.45
Managers in transportation	\$93,164.40
Heavy-duty equipment mechanics	\$80,641.60
Automotive service technicians, truck and bus mechanics and mechanical repairers	\$73,652.80
Sales and account representatives - wholesale trade (non-technical)	\$64,417.60
Supervisors, supply chain, tracking and scheduling co-ordination occupations	\$62,304.19
Dispatchers	\$66,515.38
<b>Average Salary (all positions)</b>	<b>\$66,591.92</b>

Source: McSweeney and Associates using data from EMSI Analyst - 2021.Q1



# SECTOR DATA

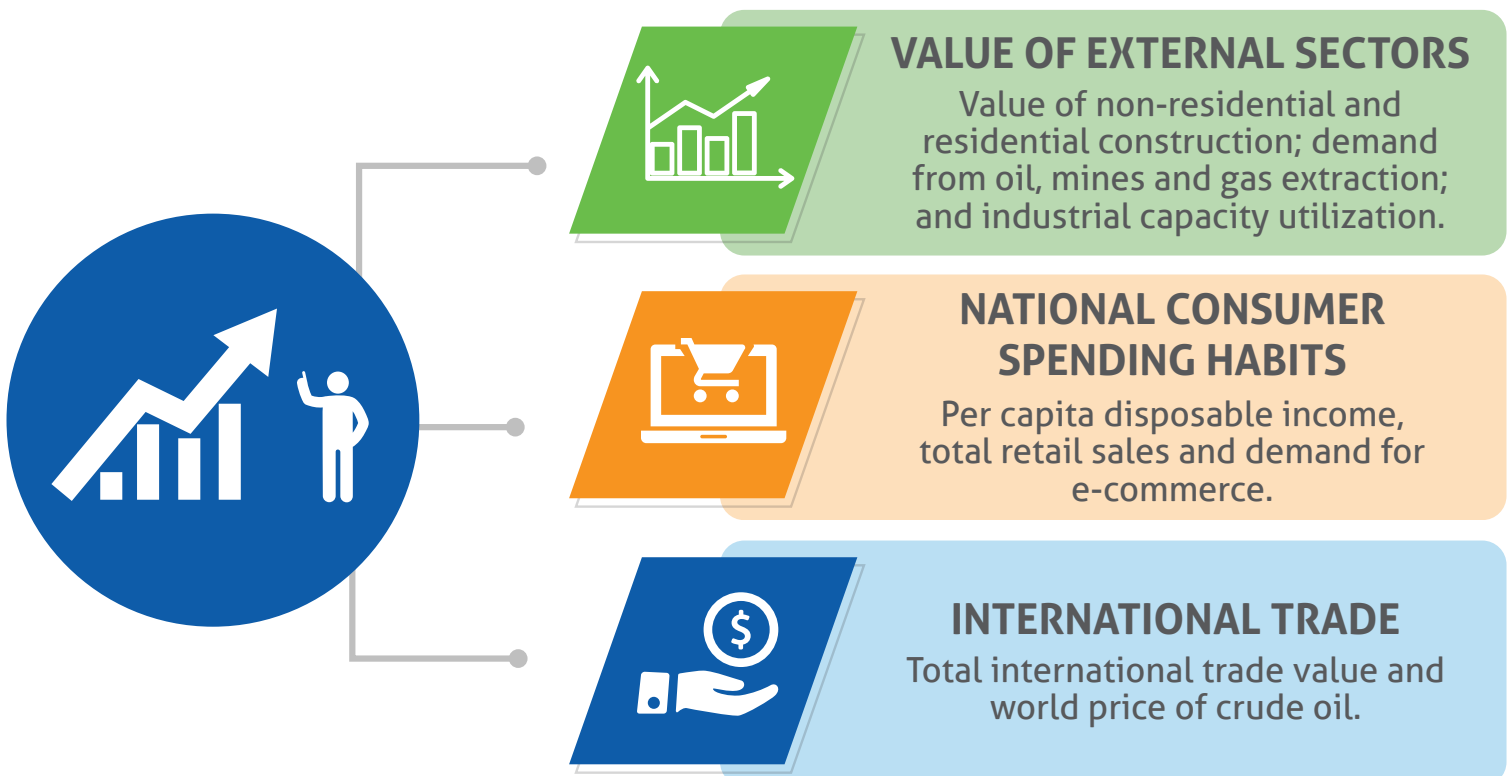
## FUTURE OUTLOOK OF THE SECTOR

Changing consumer purchasing habits, catalyzed by the COVID-19 pandemic and stay-at-home orders, are likely to support short term revenue growth across many transportation networks. Balancing this positive driver is the shrinking demand from the mining and oil sectors, two key drivers of revenue for Canadian transportation sectors. As such, short term uncertainty looms; however, growth opportunities abound in the medium to long term as transportation sectors adapt to changing artificial intelligence capabilities.

Logistics and warehousing businesses have typically seen revenue decreases due to COVID-19; however, they are expected to rebound quickly in the coming years. More long term, as international trade and e-commerce continues to grow, logistics and warehousing subsectors are also expected to see increased demand and revenue.

## KEY DRIVERS OF DEMAND

Factors determining national demand for the transportation, logistics and warehousing sector can be broken into three categories.



Source: IBISWorld 2021

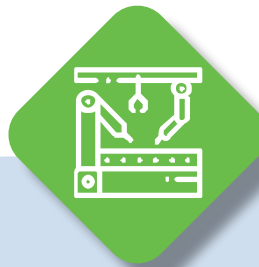


## KEY SUPPLIERS TO THE TRANSPORTATION, LOGISTICS AND WAREHOUSING SECTOR

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Suppliers  
of gasoline, fuel  
and petroleum



Manufacturers  
of automotive  
components  
(e.g., trucks and busses;  
and tires, engines and  
automotive parts)

## KEY BUYERS TO THE TRANSPORTATION, LOGISTICS AND WAREHOUSING SECTOR

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Wholesalers  
and  
retailers of  
goods



Other industries  
dependent on  
shipping and  
logistics  
(e.g., mining, construction,  
and manufacturing)



Canadian  
consumers

## TOTAL EMPLOYMENT FIGURES

In 2019 there were 3,252 Region residents working within the transportation, logistics and warehousing sector, with over two-thirds (70.0%) working within freight trucking subsectors (either specialized or general). This suggests that there are 391 fewer individuals working within the sector than there are jobs available within the Region (see table on Pg. 5). As such, this sector continues to see a persistent labour shortage.

Employment Totals Within Transportation, Logistics and Warehousing, Region Residents 2019

Industries	Workforce
Specialized freight trucking	1,205
General freight trucking	1,073
School and employee bus transportation	159
Natural gas distribution	118
Scheduled air transportation	115
Rail transportation	105
Support activities for road transportation	103
Support activities for air transportation	102
Warehousing and storage	94
Business-to-business electronic markets, and agents and brokers	48
Freight transportation arrangement	40
Non-scheduled air transportation	29
Urban transit systems	27
Support activities for rail transportation	23
Other support activities for transportation	11
<b>Total</b>	<b>3,252</b>

Source: Manifold 2020 SuperDemographics

## RELEVANT LEVELS OF EDUCATION

The diverse nature of jobs within this sector rely on a diverse set of educational attainment. The top relevant fields of study for Region residents are presented in the table below, including business, management, marketing and related support services; mechanic and repair technologies/technicians; construction trades; and transportation and materials moving. While not all individuals with these educational backgrounds will have relevant degrees, job postings within this sector have made reference to each of these fields of study.

**Fields of Study Within the Transportation, Logistics and Warehousing Sector for Region Residents**

Field of Study	Total Residents
Business, management, marketing and related support services	7,693
Mechanic and repair technologies/technicians	4,998
Construction trades	3,285
Transportation and materials moving	978
<b>Total residents with degrees in transportation, logistics and warehousing-related fields of study</b>	<b>16,954</b>

Source: Manifold 2020 SuperDemographics

## PERCENTAGE OF OVERALL LABOUR FORCE AND LOCATION QUOTIENT

Location quotient is a calculation that assesses which industries are more likely to be represented locally, compared to benchmark areas. A location quotient above 1.00 suggests that industry is more heavily concentrated as a percentage of the total jobs available locally, while a location quotient below 1.00 suggests it is less heavily concentrated.

The transportation, logistics and warehousing sector has a location quotient of 1.09 relative to Alberta, meaning that jobs within this sector make up a slightly larger percentage of the local workforce than they do at the provincial level. Specifically, jobs in this sector represent 4.9% of the Region's total jobs, compared to 4.5% of provincial jobs.

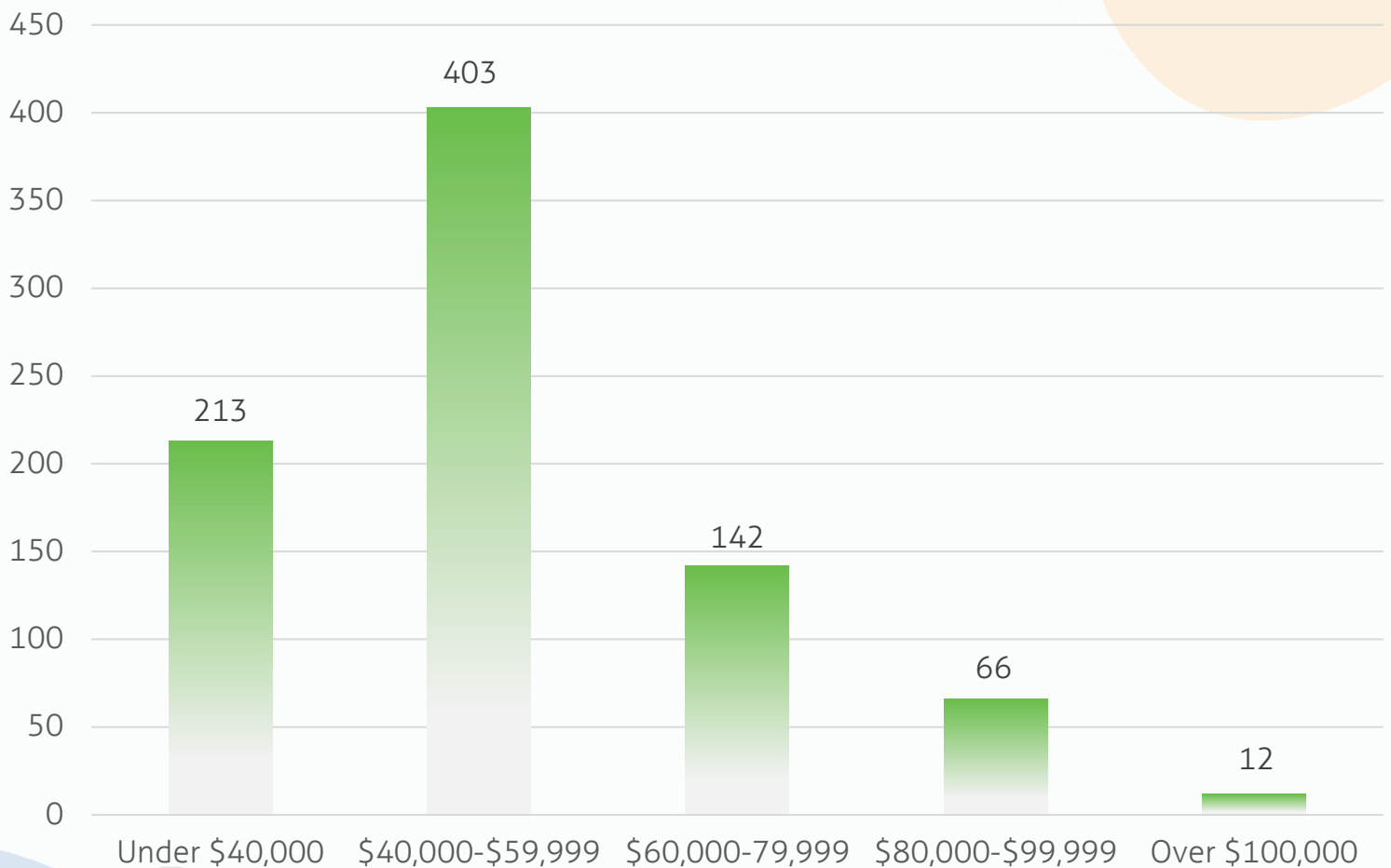


## JOB POSTING DATA

Between March 2019 and March 2020, the Region saw 4,491 unique job postings within the transportation, logistics and warehousing sector. Of the jobs posted during this period, 879 had advertised salaries. Those 879 postings had a median advertised salary of \$57,216, with 8.9% offering a salary above \$95,000.

The median posting duration (i.e., how long each job was posted before being taken down) for job postings in this sector was 29 days, compared to the regional average of 31 days for all job postings.

Job Postings by Salary, March 2019-March 2020, Region



Source: EMSI Analyst



**MEDIAN SECTOR  
JOB POSTING  
DURATION**

**29 days**

**REGIONAL  
AVERAGE  
FOR ALL JOB POSTINGS**

**31 days**

# COMMUNITY ASSETS SUPPORTING THE SECTOR/CLUSTER

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**Northwestern Polytechnic (NWP)** offers a variety of educational options and has developed local partnerships to provide programming that rapidly and effectively meets the needs of their learners and the broader community.

[nwpolytech.ca](http://nwpolytech.ca)

**Grande Prairie Regional Innovation Network (GPRIN)** helps innovators, entrepreneurs and companies move their ideas forward by offering access to a variety of services and professionals throughout the Alberta innovation ecosystem.

[gprin.ca](http://gprin.ca)

**Community Futures Grande Prairie and Region** offers businesses support from first steps through to growth stages. This includes information on how to start a business, developing business plans, financing loans, marketing and feasibility studies.

[grandeprairie.albertacf.com](http://grandeprairie.albertacf.com)

**ATB Entrepreneur Centre** supports businesses through business-to-business networking, connections and workshops.

[atbentrepreneurcentre.com](http://atbentrepreneurcentre.com)

**Women Building Futures** offers programs and support services to help unemployed and underemployed women explore and connect to careers that pay above a living wage. Employment training programs provide the introductory skills to begin a new career in areas where women have historically been underrepresented.

[womenbuildingfutures.ca](http://womenbuildingfutures.ca)

For information on other Community and Training Assets, please contact the project partners.



## CONSULTATION RESPONSES

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Employers rated **communication** and **literacy** as the two strongest skills among the Region's workforce.



**30%** of businesses saw a growth in employment in the last two years, including during COVID-19.

Note: Based on a 2020 survey of over 700 regional stakeholders.

## REGIONAL SPOTLIGHT

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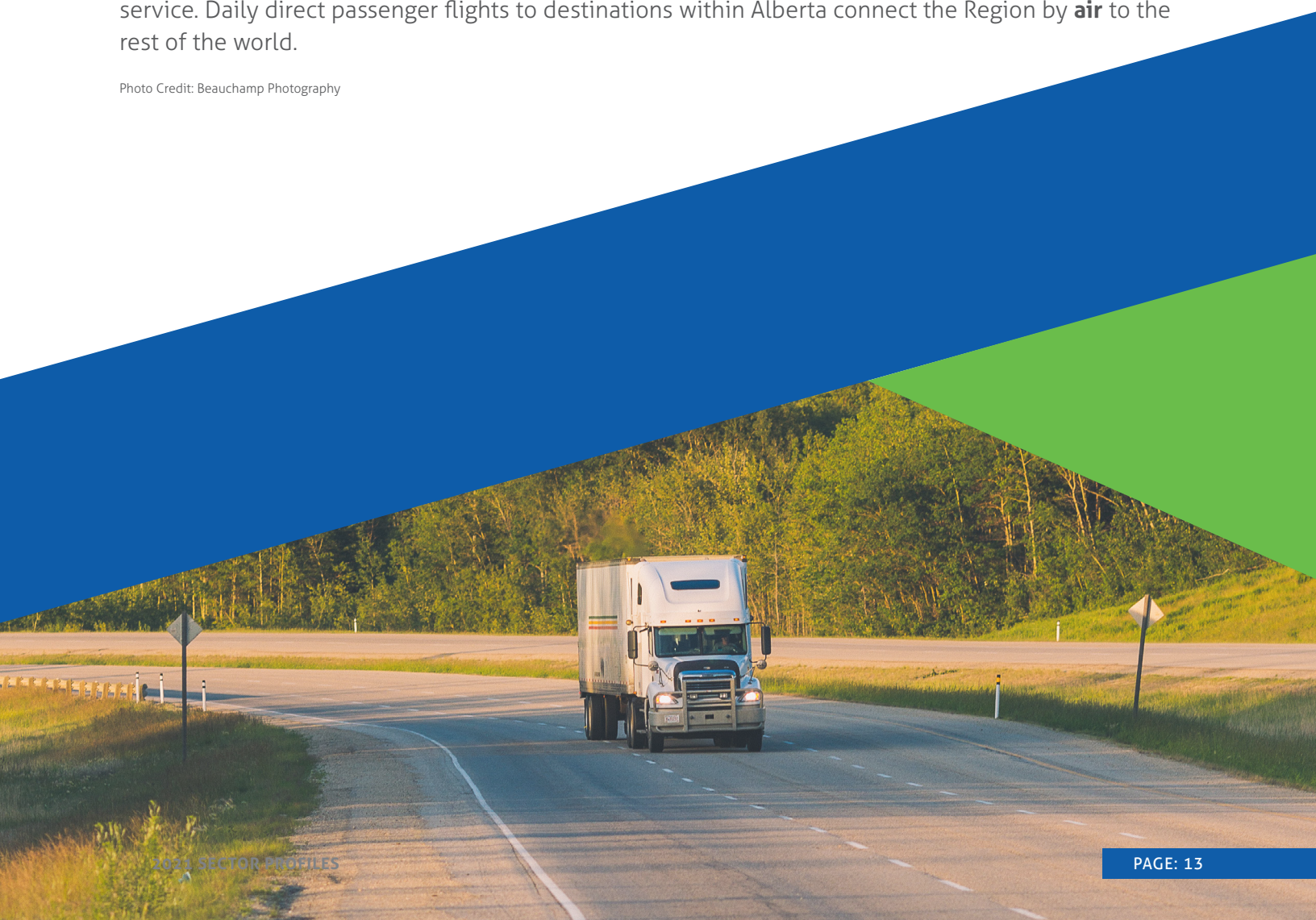
The Region is strategically located along the CANAMEX trade route, a system of **highways**, railroad and fiber optic telecommunications infrastructure established under the North American Free Trade Agreement. The CANAMEX corridor creates a direct route from Mexico City, through Alberta and the Region, to Alaska. Access to the CANAMEX corridor is a major strength to the Region's transportation, logistics and warehousing sector.

**Rail** infrastructure in the Region offers the most cost-effective way of shipping bulk goods out of the Region and into export markets. Grande Prairie, the Region's largest centre, is the closest city in Alberta to western shipping ports, offering a competitive advantage in getting bulk product to Asian markets faster than from anywhere else in Alberta.

The Region is served by Canadian National Railway, which recently announced a \$445 million dollar investment in Alberta to enhance the rail network. Locally, high load capacity lines connect with the CN mainline at Hinton, linking the Region to the ports of Vancouver, Prince Rupert and the rest of North America. Strategically-located facilities provide rail reload and transportation services and manage broad inventories.

The Grande Prairie Airport, Alberta's fourth largest airport, offers passenger, transport and medical service. Daily direct passenger flights to destinations within Alberta connect the Region by **air** to the rest of the world.

Photo Credit: Beauchamp Photography



# TRAINING ASSETS AND INSTITUTIONS THAT SUPPORT THE SECTOR/CLUSTER

## CONSULTATION RESPONSES



The Region's workforce is invested in skills development, with 85% of survey respondents indicating they would like to gain new skills or re-train.

- **Transportation-related skills were the third most highly sought set of skills to train. This includes training in instrumentation, mechanics, and heavy equipment operation.**



The top three reasons residents would look to remain at a job were:

1. **A supportive manager**
2. **Fair pay**
3. **Career growth, and learning and development opportunities**

Note: Based on a 2020 survey of over 700 regional stakeholders.

## TRAINING ASSETS SPECIFIC TO REGION

### NORTHWESTERN POLYTECHNIC

NWP has a wide array of Transportation, Storage and Warehousing sector-related degrees, diplomas or certificate programs. Students can build skills and knowledge in various productive pathways including the Parts and Materials Technician certificate, Office Administration certificate, and Business Administration diploma programs.

Sector-related Skilled Trades and Apprenticeships provide hands-on Automotive Service Technician, Motorcycle Mechanic, Parts Technician, and Heavy Equipment Technician experience. NWP also offers continuing education courses in MELT Class 1 and 3 Driver Training, Class 6 Motorcycle Training, Microsoft Office certifications, and Human Resources.

[nwpolytech.ca](http://nwpolytech.ca)



MELT Class 1  
Driver Training



Business  
Administration



Automotive  
Service Technician



## TRAINING ASSETS SPECIFIC TO REGION CONT.

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**CAREERS: The Next Generation** is a non-profit organization that works with schools to connect high school students to employers for paid internships. Youth get the opportunity to test drive in-demand occupations in skilled trades, forestry, information and communications technology, agriculture and healthcare. Companies benefit by attracting local talent and bringing youthful energy to their industry. There are also financial incentives to help employers provide opportunities during tough economic times.

[careersnextgen.ca](http://careersnextgen.ca)

**The Rupertsland Institute** supports the well-being of Métis in Alberta through job matching, training partnerships with NWP, access to technology and internet, online counselling tools, information on local services, employers and careers, and self-employment workshops.

[rupertsland.org](http://rupertsland.org)

### **Western Cree Tribal Council**

The **Indigenous Skills Employment and Training (ISET) Program** is designed to help Indigenous people improve their skills and find employment through training and skills development. The program helps the community members find employment and polish employment skills. Funded through Service Canada, it gives members the skills required to find employment and fill job gaps.

[westerncree.ca](http://westerncree.ca)

**Northern Lakes College (NLC)** provides a supported distance learning environment with two locations in the Region. NLC offers Apprenticeship Trades, Pre-Employment Trades, and Business and Administrative Studies. Continuing Education and Corporate Training programs include Asset Management Professional and Maintenance Management Professional.

[northernlakescollege.ca](http://northernlakescollege.ca)

For information on other Community and Training Assets, please contact the project partners.



Photo Credit: Beauchamp Photography

## Alberta Labour and Immigration

Workforce Strategies Division  
3201, 10320 - 99 Street  
Grande Prairie, AB, T8V 6J4  
T: (780) 512-4880  
E: [wfc@gov.ab.ca](mailto:wfc@gov.ab.ca)  
W: [alberta.ca/labour-and-immigration](http://alberta.ca/labour-and-immigration)

## Grande Prairie and District Chamber of Commerce

Centre 2000  
11330 - 106 Street  
Grande Prairie, AB, T8V 7X9  
T: (780) 532-5340  
E: [info@gpchamber.com](mailto:info@gpchamber.com)  
W: [grandeprairiechamber.com](http://grandeprairiechamber.com)

## Northwestern Polytechnic

Grande Prairie Campus  
10726 - 106 Avenue  
Grande Prairie, AB, T8V 4C4  
T: (780) 539-2911  
E: [studentinfo@nwpolytech.ca](mailto:studentinfo@nwpolytech.ca)  
W: [nwpolytech.ca](http://nwpolytech.ca)

## City of Grande Prairie

Centre 2000  
11330 - 106 Street  
Grande Prairie, AB, T8V 7X9  
T: (780) 538-0300  
E: [EcDevinfo@cityofgp.com](mailto:EcDevinfo@cityofgp.com)  
W: [investgrandeprairie.com](http://investgrandeprairie.com)

## Municipal District of Greenview

Valleyview Administration Building  
4806 - 36 Avenue  
PO Box 1079  
Valleyview, AB, T0H 3N0  
T: (780) 524-7600  
E: [invest@mdgreenview.ab.ca](mailto:invest@mdgreenview.ab.ca)  
W: [mdgreenview.ab.ca](http://mdgreenview.ab.ca)

## County of Grande Prairie

Administration Building  
10001 - 84 Avenue  
Clairmont, AB, T8X 5B2  
T: (780) 532-9722  
E: [EcDev@countypg.ab.ca](mailto:EcDev@countypg.ab.ca)  
W: [countypg.ab.ca](http://countypg.ab.ca)